

Human8 lands in Dubai

Human8 ([previously known as InSites Consulting](#)), the new human-driven consultancy, today announced the expansion of its services to the Middle East & North Africa (MENA) market. Senior business director, Kurt Thompson will lead the Human8 MENA activities from Dubai, UAE.

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Previously based in the Human8 Indonesia office, Thompson relocated to Dubai in early 2023. Before joining Human8 in 2015 (at the time ABN Impact before the acquisition by InSites Consulting in 2019), Kurt built a strong network in the MENA region in his role as Synovate CEO for Central/Eastern Europe & the Middle East.

“ Having a local presence in this expanding region enables us to serve our global clients in more markets around the world. ”

– Magali Geens

“We feel MENA is becoming an increasingly important region for our global clients, not in the least for our fast-growing cli base in Beauty & Luxury. Having a local presence in this expanding region enables us to serve our global clients in more markets around the world. At the same time, it opens interesting new opportunities among important local players,” says Magali Geens, managing director EMEA at Human8.



CRM, CX, UX

InSites Consulting rebrands to Human8

Human8 15 Mar 2023



“It’s a pleasure and privilege to be back in the MENA region after 10 years, as it’s such an exciting region for businesses explore. With one of the youngest populations in the world, this melting pot of cultures and ethnicities creates a rapidly changing and evolving society. I’m confident the Human8 portfolio – with people communities at its core – will provide the deep consumer understanding and actionability that brands need to thrive in this region,” continues Kurt Thompson, senio business director MENA at Human8.

Adding Dubai to its office portfolio, Human8 now unites a creative, smart and ambitious group of +900 people across 24 locations under one vision: connecting brands with people and culture to drive positive change.

- **Human8 names Tim Nguyen product and innovation manager to further advance insight solutions** 11 Jun 2025
- **Human8 hires Niels Neudecker as managing director, US** 8 Jan 2025
- **Human8 unveils 2025 'What Matters' trend report** 18 Dec 2024
- **Graeme Lawrence honoured with the 2024 Quirk's Lifetime Achievement Award** 21 Nov 2024
- **Human8 announces appointment of Peter Teachman as chief operating officer** 2 Oct 2024

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